

An aerial photograph of a large, formal garden. The garden is highly symmetrical, with a central stone path leading from the foreground to the background. In the foreground, there is a large, ornate flower bed with yellow and red flowers, and a small, dark, rectangular water feature. The path leads to a larger, circular pond with a fountain in the center. The garden is surrounded by lush green trees and lawns. The sky is clear and blue.

North Dakota Tourism Industry Newsletter

May 18, 2021



Tourism marketing efforts shifting into high gear

With the country emerging from pandemic isolation and restrictions, the year of the road trip is fast approaching and Commerce Tourism and Marketing is doing its part to make sure travelers are informed and enlightened about our partners' safe, fun and affordable destinations.

The 2021 Road Trip Guide has been placed in state rest areas and is being used with the State Travel Guide to fulfill requests seeking more information on activities, attractions and accommodations. The 40-page piece will help visitors plan an unforgettable journey.

The newest official state road map will be available in June. The collaboration between Tourism and Marketing and the North Dakota Department of Transportation features the official state highway map with city pullout maps on one side and five select road trips and state parks, historic sites, tribal

nations and byways on the other. Maps will be included in travel packets, placed in rest areas and given to partners around the state for distribution. Contact [Janice Fuhrman](#) for bulk orders of guides or maps.

In addition, website visitation continues to surge. Traffic to NDtourism.com was up 70% in April over the previous year, so be sure to take advantage of that opportunity by updating your partner access listings and getting those new events added to the site ASAP. Contact [Scooter Pursley](#) with partner access questions or to sign up.

Also, new enhancements to NDtourism.com include a chat feature and updates to the visitor services area that provides frontline employees with the most up-to-date information to share with travelers.



New visitor services center opens at Chateau de Mores

The State Historical Society of North Dakota, Commerce Tourism and Marketing, the North Dakota Department of Transportation and the North Dakota Parks and Recreation Department unveiled a new concept for expanded services at the Chateau de Mores Visitor Center in Medora. This site is the first in the state to provide personal service, updated state branding and access to statewide promotional materials.

North Dakota's visitor centers are some of the first opportunities to make an impression on travelers and encourage visitation to communities, attractions and events throughout the state.

This is the first such visitor services center planned for the state. The next will open this summer at the Oriska rest area on Interstate 94.

Photo: State Historical Society of North Dakota Director Bill Peterson and Commerce Tourism and Marketing Director Sara Otte Coleman in front of the new visitor services center at the Chateau de Mores in Medora.



Photo Contests

2021 ND Governor's Photo Contest

Gov. Doug Burgum and Commerce Tourism and Marketing, in partnership with AAA of North Dakota and North Dakota Council on the Arts, have launched the 2021 North Dakota Governor's Photo Contest for Travel and Tourism.

The contest celebrates the talents of North Dakotans and the appeal of our wide-open spaces and community places where we follow our curiosity, not

the crowds. The contest is open now through August 31, 2021.

Help us spread the word through your communities and to friends and neighbors. [Click here for full details.](#)

Theodore Roosevelt NP Contest

The Theodore Roosevelt National Park Photo Contest has come to a close. Thank you to all who shared the beauty of our state and those who took the time to vote. Congratulations to our winning photographers: Jared Olson, Rebecca Raber, Matt Spinetta, Ashley Ellison and Christy Brucks. They will be receiving a TRNP annual park pass.

To view all contest finalists, visit the [2021 TRNP Photo Contest album](#) on Facebook.



Tourism Industry Chat



TRNP Superintendent Wendy Ross discusses park improvements

Theodore Roosevelt National Park Superintendent Wendy Ross opened the recent Tourism Industry Chat with an update on ongoing improvement efforts at Theodore Roosevelt National Park.

Among the latest projects was the installation of paved walking trails to address accessibility issues in high-visitation areas of the park, new restroom facilities at the campgrounds and renovations to Peaceful Valley Ranch inside the park's south unit at Medora.

2021 Co-Op Plan update

During the last Tourism Industry Chat on May 17, North Dakota Tourism officials discussed several ways that CARES Act resources are being used to promote travel to the state and assist tourism organizations and businesses. One of those efforts includes additional support for cooperative advertising.

The 2021 Co-Op Plan, released in January, displays the advertising options being supported. The plan features a variety of print and digital advertising options that have been vetted by the state. Details include the net cost to

the partner. The change that partners can now take into consideration is that the state will cover 90% of the net placement cost. This is thanks in part to CARES Act funding and support from the North Dakota Legislature.

Partners, when reviewing options and their budget, should know they are responsible for 10% of the cost of each co-op opportunity highlighted.

This cooperative advertising program was designed for destination marketing organizations and timely deployment of messages that encourage booking travel to North Dakota.






Options listed in the plan are available on a first-come/first-served basis. While some digital programs can take unlimited advertisers, print options do have a cap. Beginning Wednesday, May 19, at 10 a.m. CT, partners can email [Heather LeMoine](#) with their co-op program requests. Questions can be sent at any time.

[Click here for the latest 2021 co-op marketing plan.](#)



Tourism Programs

Global Marketing

				
Nancy Richardson <i>Idaho Tourism</i>	Kim Birrell <i>Montana Tourism</i>	Fred Walker <i>North Dakota Tourism</i>	Cole Irwin <i>South Dakota Tourism</i>	James Scoon <i>Wyoming Tourism</i>
Email	Email	Email	Email	Email



International visitors will soon return to North Dakota and Commerce Tourism and Marketing Global Marketing Manager Fred Walker is working to make sure they consider North Dakota as their safe, authentic western destination.

The virtual International Roundup - the first in two years - gave the Great American West states, including North Dakota, a chance to get caught up with the global travel marketplace. Overseas tour operators gave an update on border openings and client needs.

The 2022 International Roundup will be in-person and held in Fargo. Contact [Fred](#) for more information on global marketing opportunities.



Travel Tidbits

State historic sites soon switching to summer hours

State historic sites managed by the State Historical Society of North Dakota are preparing to welcome visitors for the summer travel season. All times are Central time unless otherwise noted.

- Camp Hancock State Historic Site, Bismarck. Summer hours begin May 28: Fri.-Sun., 1-5 p.m.
- Chateau de Morès State Historic Site, Medora. Summer hours begin May 31: daily, 8:30 a.m.-5:30 p.m. MT
- Former Governors' Mansion State Historic Site, Bismarck. Summer hours begin May 15: Mon.-Fri., 10 a.m.-5 p.m., and Sat.-Sun., noon-4 p.m.
- Fort Abercrombie State Historic Site, near Fargo. Summer hours begin May 29: daily, 9 a.m.-5 p.m.

- Fort Buford State Historic Site, near Williston. Summer hours begin May 29: daily, 10 a.m.-6 p.m. Missouri-Yellowstone Confluence Interpretive Center, near Williston, is open year-round: daily, 9 a.m.-6 p.m.
- Fort Totten State Historic Site, near Devils Lake. Summer hours begin May 22: daily, 9 a.m.-5 p.m.
- Ronald Reagan Minuteman Missile State Historic Site, Cooperstown. Summer hours begin May 27: daily, 10 a.m.-6 p.m.
- Stutsman County Courthouse State Historic Site, Jamestown. Summer hours begin May 28: Wed.-Sun., 10 a.m.-5 p.m.
- Welk Homestead State Historic Site, near Strasburg. Summer hours begin May 29: Thurs.-Sun., 10 a.m.-5 p.m.
- The State Museum at the North Dakota Heritage Center in Bismarck and Pembina State Museum are open year-round. The State Museum in Bismarck is open Mon.-Sat., 9 a.m.-4 p.m., and Sat.-Sun., 1-4 p.m. Pembina State Museum is open Mon.-Sat., 9 a.m.-5 p.m., and Sun., 1 p.m.-5 p.m.

[Click here for more information on these or other state historic sites.](#)

In the News

KX CONVERSATION



KX NEWS DESK



VIA ZOOM

[KX News talking tourism with Sara Otte Coleman.](#)

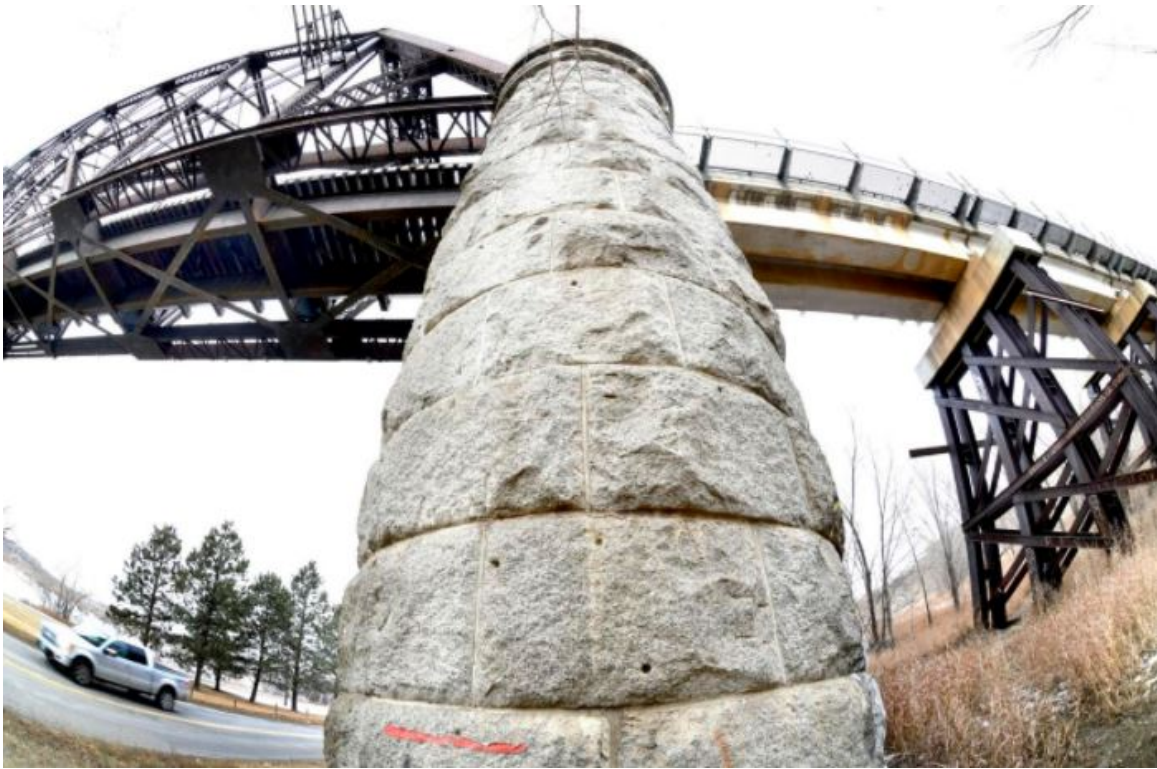
LIVE: Year of the Road Trip

IF YOU WANT ROAD ADVENTURE AND WIDE-OPEN SPACES, YOU'VE COME TO THE RIGHT PLACE.

May 13, 2021 by Emily Welker



[KVRR discusses year of the road trip.](#)



[Gov. Burgum supports saving Bismarck-Mandan rail bridge.](#)



[North Dakota kicks off tourism photo contest.](#)